



JOHN WATSON



Watson was born on January 9, 1878 and died on September 25, 1958. He conducted the controversial "Little Albert" experiment which used classical conditioning on an 11 month old (Albert). Albert was trained to be afraid of furry animals because a loud noise was made every time he touched the white rat in the experiment. Watson entered Furman university at age 16, and later became a psychology professor at Johns Hopkins university. He thought observable behavior was the most important source of scientific information for psychology. Watson's view on child rearing was the children should be treated with respect but with emotional detachment. He believed that the most important thing to determine behavior was learning. He published the article "Psychology As the Behaviorist Views it" in 1913, which said that one should only base psychology on behavior and people's responses to stimuli. He also wrote Psychological Care of Infant and Child in 1928, which said that psychological care and analysis should be required for infants and children. Watson defined behaviorism as the ability to recognize consciousness without finding it worth studying because it is not observable by scientific methods. Behaviorism dominated psychological research from the 1920's-1960's. In the 1960's scientists began to feel that they couldn't ignore mental processes.

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SCHOOL OF BEHAVIORISM

Watson entered college at the young age of 16